



Created by:

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*Eco-Rock* is an entertaining and imaginative series of animated music videos that teach our children core ecological values. Using the time tested approach of 'Schoolhouse Rock', *Eco-Rock* brings to life a wide range of material from conservation and recycling to nutrition, health and exercise.

Each episode begins as Hailey and Dylan, our two lead characters, walk home from school. They encounter fantastic characters and creatures who sing to them and introduce them to the world of ecology. *Eco-Rock* crosses cultural boundaries by using a wide variety of musical styles, including pop, reggae, country and hip-hop, presented by a diverse cast of characters of all ethnicities and species.

Kids of all ages will be able to explore the topics of each episode on the *Eco-Rock* website, which will include real life applications of the lessons (i.e. starting recycling in their neighborhood), further research and reading, as well as games that weave learning into fun adventures. In addition to the web presence, there will be a line of toys made from 100% post-consumer materials.

The audio for the first two episodes can be found on the included CD. Lyrics and character drawings are on following pages. In the pilot episode, 'Plastic is a Dinosaur', a discarded plastic bottle morphs into a dinosaur who sings about oil and the importance of conservation. The second episode, 'A Drop in the Bucket', features a drop of water that sings about the water cycle and the value of clean water.

With its unique vision and its highly accomplished writers and artists, *Eco-Rock* is poised to make a valuable social contribution by becoming a profitable enterprise that will continue to grow for generations.



### Hailey:

- 11 years old
- Smart and sarcastic
- Is an avid rock climber
- Loves being outdoors
- Only eats organic food
- Interested in biology
- Wants to be a veterinarian



### Dylan:

- 8 years old
- A goofball with unpredictable insight
- A total skater dude
- A computer and video game genius
- A junk food junkie
- Interested in technology and computers
- Wants to be an astronaut

Endorsed by the National Wildlife Federation,  
publisher of *Ranger Rick* magazine.



EPIISODE 1:

# Plastic is a DINOSAUR

Hey don't you go throwing me away,  
I didn't come all this way just to be used once!

Did you know...

That plastic comes from dinosaurs  
And we can't waste it anymore  
Don't you go throwing away that liter bottle

It was 65 million years ago  
The Jurassic era, don't you know  
That's when dinosaurs walked the earth

Then the climate changed and the glaciers rose  
And after awhile the dinosaurs froze  
Tons of earth covered up those ancient creatures

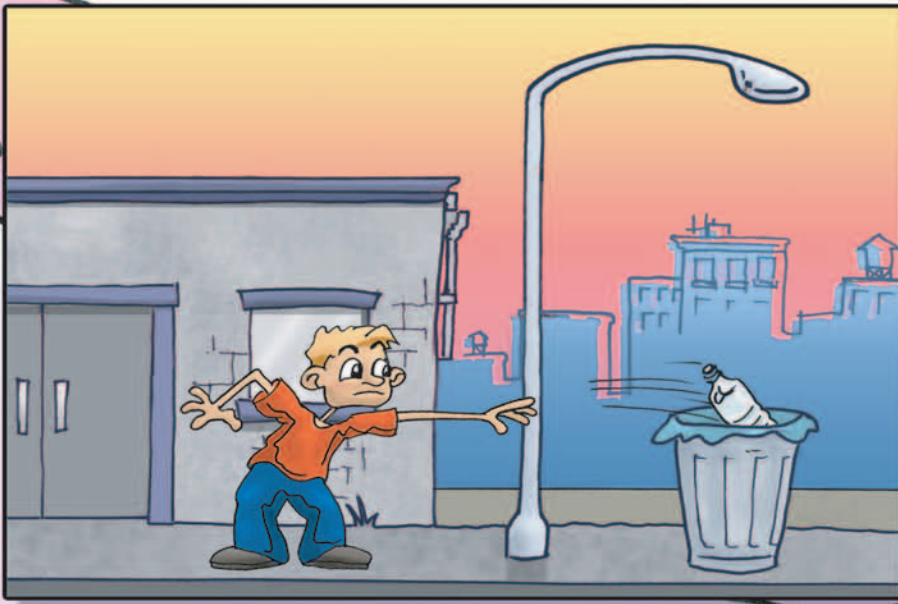
You take organic matter like bones and plants  
Put it under pressure, let time advance  
Then presto bling-blang-bloom you've got your oil!

**So don't use plastic only once, don't you be a disposable dunce!  
You can use that plastic again and again,  
the dinosaur is your recyclable friend!**

A man named Bissell drilled the first well  
He tapped a gusher and watched it sell  
'Cause oil can become so many products

Like bottles and bags and cars and clothes  
Surgeon's gloves and the garden hose  
Phones and toys and dolls and gasoline

**So don't use plastic only once, don't you be a disposable dunce!  
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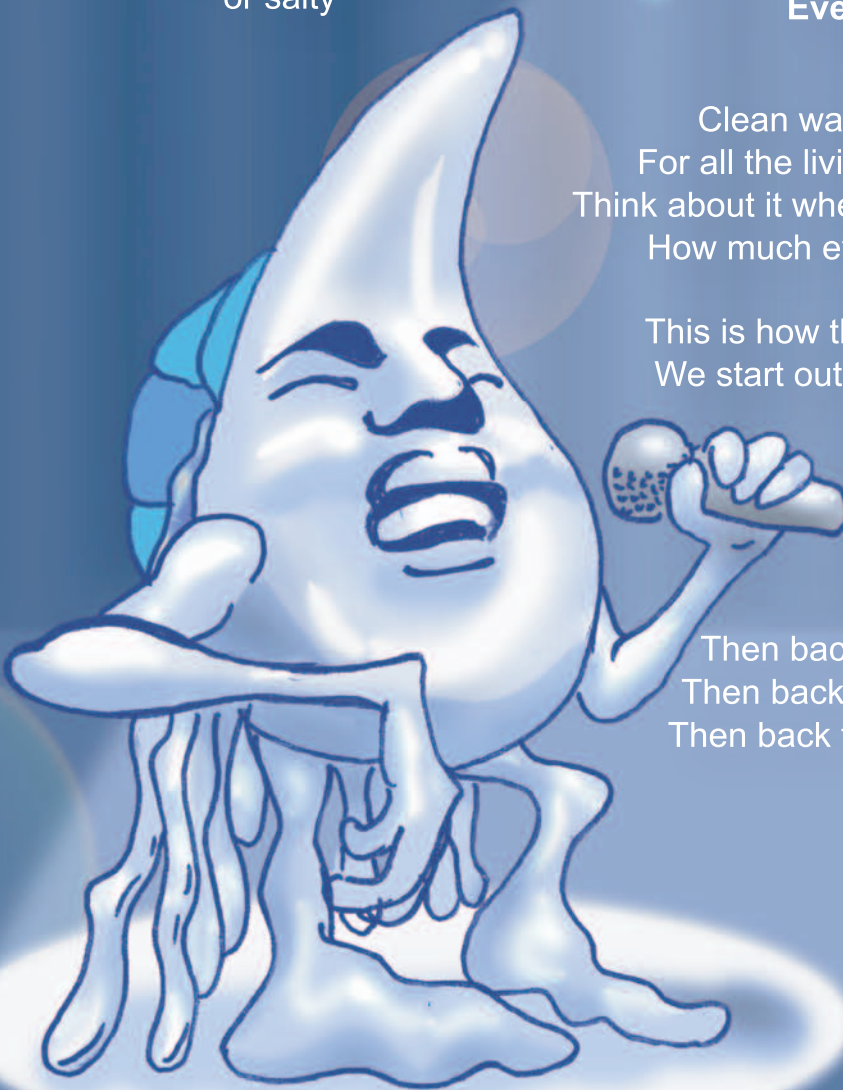
EPISODE 2:

# DROP IN THE BUCKET

CHILDREN OF THE WORLD!!

I am Dreadlock Drop!  
I represent all the drops of water on  
Earth and we are all one!  
The water cycle...  
ROOTS!

Water water everywhere,  
In the rivers and the sea  
Less than one percent is drinkable  
The rest is dirty  
or salty



You are mostly made of water  
It's in your blood and in your brain.  
You will need me when you're thirsty  
So don't go waste me down the drain

**I'm a drop in the bucket  
just one little drop  
I'm a drop in the bucket  
and I mean a lot  
I'm a drop in the bucket  
Just one little drop  
Every drop in the bucket  
really means a lot**

Clean water is essential  
For all the living things on Earth  
Think about it when you brush your teeth  
How much every drop is worth

This is how the water cycle works:  
We start out in oceans and rivers that flow

We rise in the sky and form  
clouds that make snow  
We fall down as rain and  
make everything grow

Then back to the oceans and rivers we go!  
Then back to the oceans and rivers we go!  
Then back to the oceans and rivers we go!

**I'm a drop in the bucket  
just one little drop  
I'm a drop in the bucket  
and I mean a lot  
I'm a drop in the bucket  
Just one little drop  
Every drop in the bucket  
really means a lot**

## UPCOMING EPISODES:

Title: *"You Are What You Eat"*  
Theme: Nutrition, health and exercise  
Characters: Nate Natural, Sally Super Size  
Style: Hip-Hop



Title: *"Up in the Air"*  
Theme: Air pollution, global warming, rainforests and ozone  
Characters: Ozzy Oxygen and Ozone Joan  
Style: Rock

Title: *"Run with the Sun"*  
Theme: Solar energy, photosynthesis  
Characters: Sunny Ray and Peter Panel  
Style: Latin

Title: *"What Goes Around Comes Around"*  
Theme: Garbage, Landfills, Hazardous waste, Recycling centers.  
Characters: Bonnie Bottle and Stan the Can  
Style: Gospel

Title: *"It Takes 100 Years to Grow a Tree"*  
Theme: Oxygen and CO<sub>2</sub> cycles, Forests, Logging, Lumber and Paper  
Characters: Treemenda the Tree and the Leaves  
Style: R&B Soul



Title: *"Going Fast, Saving Gas!"*  
Theme: Hybrids, fuel cells and alternative fuels  
Character: Herbie Hybrid  
Style: Electronica

Title: *"Amory's Magic Briefcase"*  
Theme: Conservation techniques  
Character: Amory Lovins and his Magic Briefcase  
Style: Funky Circus



### **Peter Fox, Creator and writer**



Peter Fox is an entrepreneur with a proven history of creating successful enterprises. He founded and grew *Burrito Brothers* into a regional chain of healthy and ecologically conscious restaurants in and around Washington, DC. He is also an award-winning composer and producer of music. Some of Peter's composing and production highlights include '*Americana Motel*', named one of the top 10 releases of 2001 by the *Wall Street Journal*, and '*The Amazing Race*', an Emmy award-winning show for CBS.

### **Eric Lynn, Co-Creator and writer**

Eric Lynn is a published songwriter and an accomplished session musician. Eric's writing can be heard on Keb' Mo's Grammy winning release, '*Keep it Simple*'. Eric's solo album, '*California Burning*' won 'Best Independent Pop Album of 2001' at the Los Angeles Music Awards and his keyboard work can be heard on Ziggy Marley's '*Dragonfly*' album. Eric has recently performed live with Michelle Shocked and Jackson Browne.



### **John Di Maggio, Voiceover artist and Voiceover Director**

John Di Maggio is an Emmy-nominated voiceover actor, globally recognized for playing the role of the robot Bender in the syndicated Fox animated series '*Futurama*'. He is also the voice of Hak Fu in '*Jackie Chan Adventures*', The Scotsman on '*Samurai Jack*', and Dr. Drakken and Motor Ed in '*Kim Possible*'.



### **Chris Pynoski, Character Design and Animation**

The animation and character design of Chris Pynoski is known worldwide. Some of his many notable animation credits include '*Daria*', '*Beavis and Butthead do America*' and the title sequence of '*The Osbournes*'. His rapidly expanding animation studio, Titmouse, is a hotbed of creativity in Hollywood.

